

# **Working with the Media: Media Essentials**

## ***Sample Letter to Accompany PSA***

*Place on Municipal Letterhead*

DATE

NAME  
COMPANY  
ADDRESS  
CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find four recycling public service announcements:

- TV 30-second PSA: "Brazil"
- TV 30-second PSA: "Your Excuses"
- TV 30-second PSA: "Rules"
- TV 30-second PSA: "Kids"

These PSAs are part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through print PSAs, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

We realize that you receive countless public service announcements, but ask that you seriously consider this issue. Three of the enclosed PSAs feature a 30s-something male appealing to our largest target audience, males 20-40. The other PSA features children, ages 7-10 years old, talking straight to the viewers about the importance of recycling - asking viewers to recycle because "this will be our world soon."

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME  
TITLE, DEPARTMENT